



Lodging Tax Advisory Meeting
March 10, 2017
Meeting Minutes

In Attendance: Candace Pratt, Marsha Massey, Toni Skinner, Shelli Robb-Kahler and Barbara Hanna.

December 9, 2016 Meeting Minutes –It was moved and second that the minutes from the December 9, 2016 meeting be approved. The motion passed unanimously.

YTD Lodging Tax – YTD Lodging Tax was reviewed. The City of Sequim Lodging Tax numbers are up 37.1% over last year and up 46.6% over the budget.

Tourism Enhancement Grants:

The Committee reviewed and approved grant applications in the following amounts:

- **Sequim Irrigation Festival:** It was moved and second that the grant be approved in the amount of the actual cost of the City to provide City services to support the Festival, as outlined in the City’s contract with the Festival. The motion passed unanimously with an abstention from Shelli.
- **Sequim Lavender Festival:** It was moved and second that the grant be approved in the amount of the actual cost of the City to provide City services to support the Festival, as outlined in the City’s contract with the Festival. The motion passed unanimously.
- **Boys & Girls Club for In-City Shuttle Bus to support Sequim Lavender Weekend:** A grant of \$2,350 was requested. It was approved and second that the grant be approved as submitted. The motion passed unanimously.
- **Dungeness Cup Soccer Tournament:** It was moved and second that the grant for \$5,000 be approved as submitted as outlined in the Storm King Soccer Club contract with the City. The motion passed unanimously.
- **Sequim Prairie Nights:** The committee reviewed a grant application for \$2,000 to support the promotion of the event. It was moved and second that the grant be approved for \$750. The motion passed unanimously.
- **Olympic Peninsula Bicycle Alliance:** The committee reviewed a grant application for \$1,500 to develop a website for the new Alliance. It was moved and second that the grant be approved for \$1,000. The motion passed unanimously.
- **Tour de Lavender:** The committee reviewed a grant application for \$5,000 to promote the event. It was moved and second that the grant be approved for \$1,500. The motion passed unanimously.

- **North Olympic Discovery Marathon:** The committee reviewed a grant application for \$2,000 to promote the event. It was moved and second that the grant be approved for \$1,000. The motion passed unanimously.

Marketing Tools:

- **Social Media**—Barbara updated the committee on the Social Media Campaign discussed at the last meeting. An RFP was sent out, six proposals were submitted, and Method Agency was selected to work on the campaign. The targeted campaign will focus on Sequim lavender this summer to take advantage of a time when many eyes are on Sequim. This is a test program. If successful, future campaigns may be designed around fall and spring.
- **Sequim Brochure**—After discussing the redesign with a few more people, it was decided to not redesign the brochure this year, as it has the required information and fits with the City branding. The brochure will be reprinted with minor revisions.
- **Instagram Campaign** – The partners of the Olympic Peninsula Tourism Commission are working with the Black Ball Ferry on Instagram Fam tours. Photographers with very high numbers of followers are being brought to the Olympic Peninsula to photograph and post. Two photographers will be in Sequim in late April.

Ads- New ads include:

- Northwest Travel & Life – March/April & May/June issues
- Northwest Travel & Life –Digital network will run ads the month of May
- NW Cyclist
- Outdoors Northwest – Winter Issue

Articles

- Northwest Travel & Life – February highlighted the Olympic Peninsula as a getaway destination and lead the article with a large photo from the Olympic Game Farm.
- Northwest Travel & Life – April had an article on the Olympic Peninsula BirdFest and listed the Irrigation Festival as an Editor’s pick.
- 3rd Act Magazine – ran a photo of Sequim lavender and highlighted Sequim as a popular retirement destination.

2017 Meeting Schedule – The committee will continue to meet quarterly. All meetings will take place in the Community Room at the Civic Center at 10:00 a.m. The 2017 schedule is:

Friday, June 9

Friday, September 8

Friday, December 8

Meeting adjourned.